



# Messaging That Matters: How to Cut Through the Noise and Be Heard

Presented by Craig Lowder  
NavSTAR Client Acquisition® System

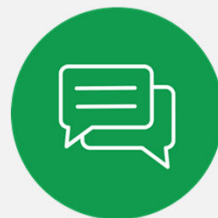
# Most advisors sound the same.

Generic promises. Buzzwords. Jargon.  
And worst of all: messaging that talks all  
about *them* instead of the client.

# Today's Goal



Learn how to **build a value proposition** that  
is: important to your client, unique to you,  
and easy to defend.



# What is ‘Messaging’?

# The Six Stars

## NavSTAR Client Acquisition® System

### Targeting

Focus on prospects that are right-fit for you.



### Messaging

Develop messages that resonate deeply with your target audience.



### Lead Conversion Process Mapping

Map out the journey from lead to client and optimize your client acquisition process for peak efficiency and effectiveness.



### Business Development Success Scorecard

Measure your progress and fine-tune your system with precise metrics.



### Lead Generation

Attract a regular flow of potential right-fit clients.



### Feed the Funnel

Nurture leads to ensure a continuous stream of new right-fit clients.



**Trusted Advisor  
Confidential™**

# What is 'Messaging'?



**Messaging** = Creating a value proposition so your audience sees your solution as important and unique.

# Why Target Your Messaging?

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## **Targeted messaging** means ...

1. higher conversion rates
2. shorter sales cycles
3. more profitable sales
4. and longer, value-based relationships



# The Power of 3

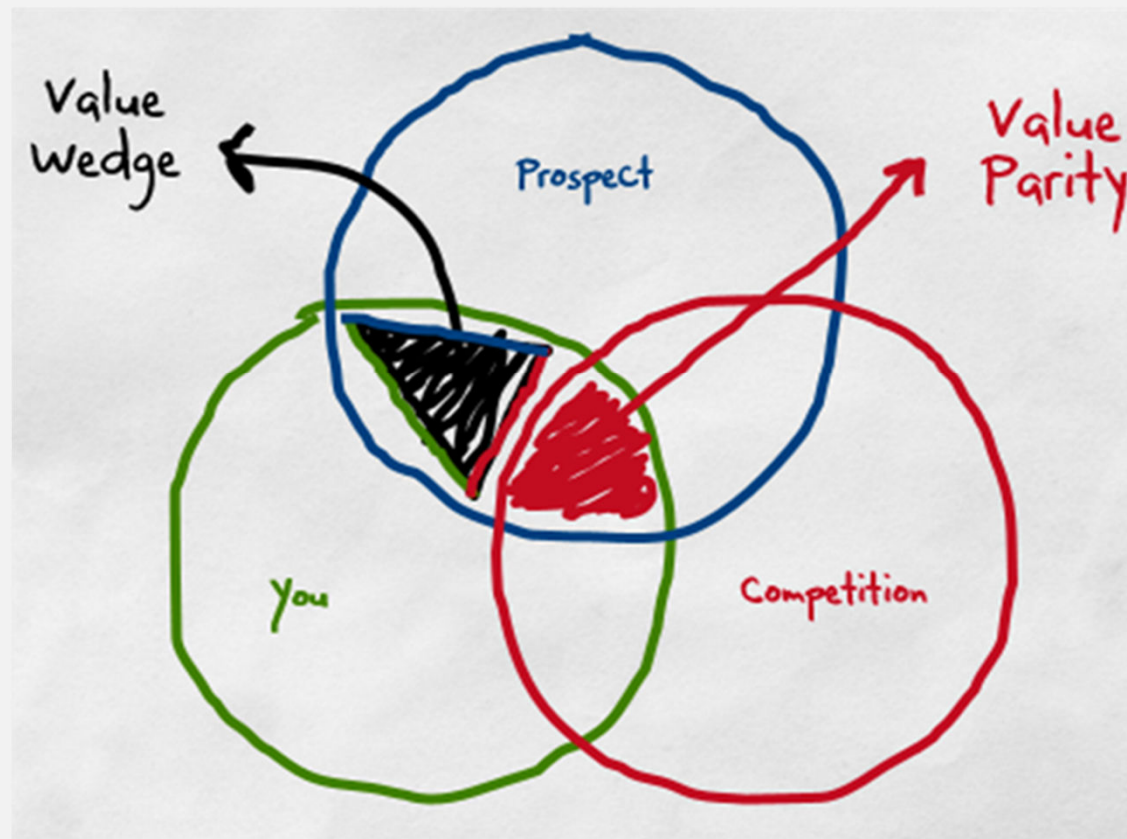
# The Power of 3

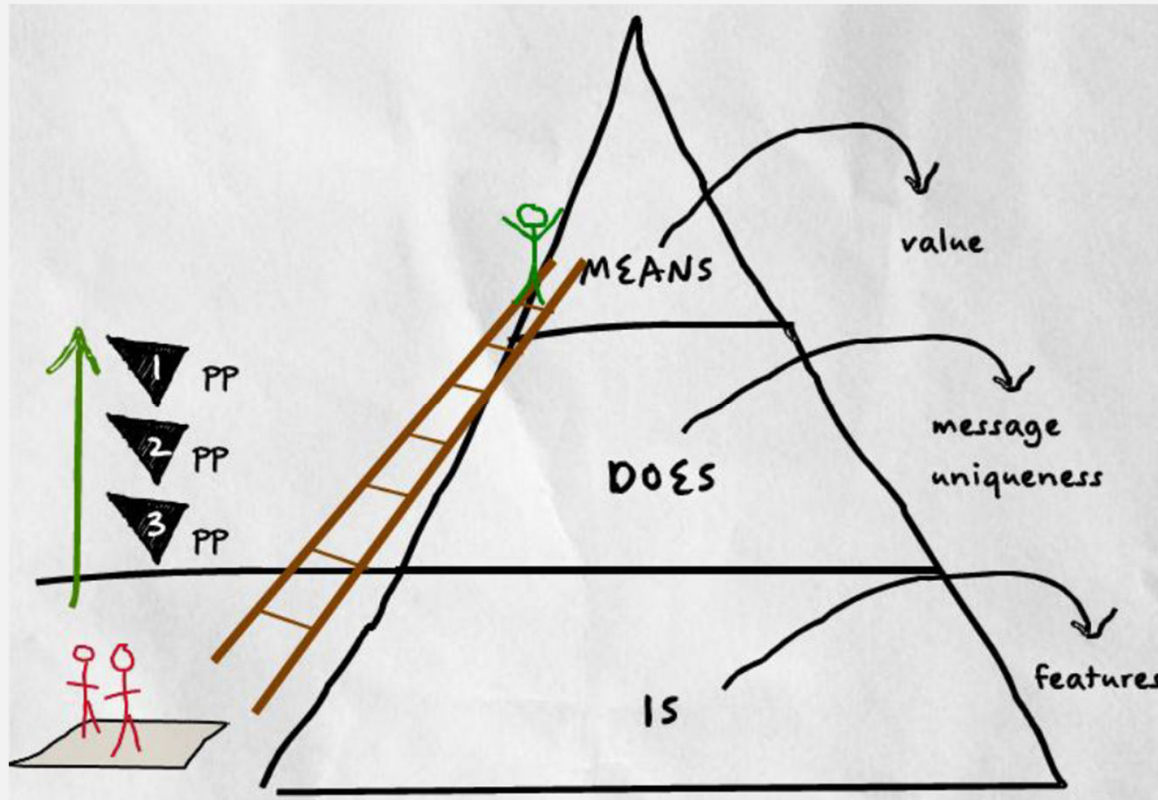


Your ***value proposition*** should always include three core elements:

**It should be:**

- 1.simple**/easy to remember
- 2.memorable** by creating emotion
- 3.communicates your **uniqueness**





# Ask Yourself: What are 3 things you offer that:

1. clients really care about
2. competitors can't offer
3. you can prove with stories and data

# What Makes You Different?

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## Possible differentiators:

- Proprietary process
- Niche expertise
- Exceptional responsiveness
- Guarantees or risk reversal
- You

# Messaging is Personal.



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Think of messaging as your  
business's genetic code.

**It should feel unmistakably you.**

# Homework

Draft or revise your 3-point value proposition.

# Final Thoughts

In a noisy market,  
clear messaging is your megaphone.

## 5 Steps to Finding Your Value Wedge Worksheet

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#### STEP 1

Identify three key prospect business objectives that you can address for your prospect. Find things that have "emotional juice" for your prospect.

- 1.
- 2.
- 3.



#### STEP 2

Identify the top three pains, threats, and challenges that are keeping your prospect from reaching those three objectives.

- 1.
- 2.
- 3.

PROBLEMS

positions

#### STEP 3

Look at all the things about your offering(s) that you could claim are different from what the competition has.

- 1.
- 2.
- 3.

NavSTAR Client Acquisition™



**Want help crafting your  
value and messaging?**  
Get the NavSTAR Client  
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